

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (currently amended) A method for managing digital images, the method comprising:

establishing a connection between a computing device and an image capturing device;

defining a set of rules pertaining to an image ~~using the computing device,~~  
such that the set of rules governs actions performed upon a captured image; and

embedding at least one rule in the captured image, and

applying the set of rules ~~from the computing device~~ to the image captured by image capturing device, ~~such that the set of rules governs actions performed upon the captured image.~~

2. (canceled)

3. (original) The method of claim 1, further comprising transferring the captured image to a receiving computing system and storing the captured image in accordance with an accompanying rule.

4. (original) The method of claim 1, further comprising allowing a user to include a placement rule within the set of rules for determining a storage location for a captured image.

5. (original) The method of claim 1, further comprising allowing a user to include an enhancement rule within the set of rules for optimizing the appearance of the captured image.

6. (original) The method of claim 1, further comprising allowing a user to include a rights management rule within the set of rules for restricting access to the captured image.

7. (original) The method of claim 1, further comprising allowing a user to define the set of rules using rules editing and configuration tools.

8. (original) The method of claim 4, further comprising associating the placement rule with captured image content.

9. (original) The method of claim 8, further comprising transferring the captured image, analyzing the captured image according to image content and storing the captured image in accordance with the placement rule.

10. (currently amended) A system for managing digital images, the system comprising:

a rules engine that allows a user to configure a set of image rules for controlling images captured by an image capturing device and for embedding at least one rule in the captured image while the image is on the image capturing device; and

connectivity tools for establishing a connection between the rules engine and the image capturing device and for transferring the images from the image capturing device and allowing application of the set of image rules to the images.

11. (original) The system of claim 10, wherein the rules engine is located on a computing device including a user interface and rules editing and configuration tools for assisting a user in creating the set of image rules.

12. (original) The system of claim 10, wherein the rules engine is located on a first computing device and the system further includes a receiving mechanism on a receiving computing device for receiving captured images from the image capturing device.

13. (original) The system of claim 12, wherein the receiving computing device is the same as the first computing device.

14. (original) The system of claim 12, wherein the receiving computing device receives captured images and interprets associated rules in order to determine actions to be performed on the captured images.

15. (original) The system of claim 10, wherein the set of image rules includes a placement rule for determining a storage location for a captured image.

16. (original) The system of claim 10, wherein the set of image rules includes an enhancement rule for optimizing the appearance of a captured image.

17. (original) The system of claim 10, wherein the set of image rules includes a rights management rule for restricting access to a captured image.

18. (original) The system of claim 15, further comprising a content filter for evaluating the placement rule based on captured image content.

19. (currently amended) A method for managing digital images, the method comprising:

defining a set of rules using an image capturing device ~~a computing device~~;

storing at least one rule embedded in the transferred image;

receiving a set of transferred images from ~~an~~ the image capturing device;

and

applying the set of rules ~~from the computing device~~ to the set of transferred images from ~~the~~ image capturing device;

20. (canceled)

21. (original) The method of claim 19, further comprising transferring a captured image to a receiving computing system and storing the captured image in accordance with an accompanying rule.

22. (original) The method of claim 19, further comprising allowing a user to include a placement rule within the set of rules, wherein the placement rule determines a storage location for an associated captured image.

23. (original) The method of claim 19, further comprising allowing a user to include an enhancement rule within the set of rules, wherein the enhancement rule optimizes an appearance of an associated captured image.

24. (original) The method of claim 19, further comprising allowing a user to include a rights management rule within the set of rules, wherein the rights management rule restricts access to an associated captured image.

25. (original) The method of claim 19, further comprising allowing a user to define the set of rules using rules editing and configuration tools.

26. (original) The method of claim 22, further comprising associating the placement rule with captured image content.

27. (original) The method of claim 26, further comprising transferring the associated captured image, analyzing the associated captured image according to image content, and storing the associated captured image in accordance with the placement rule.

28. (original) The method of claim 19, further comprising establishing a wireless connection for wireless transfer of the captured image.

29. (currently amended) A method for managing captured images stored on a computing device, the method comprising:

receiving at least one captured image associated with an image rule at the computing device, wherein the associated image rule is embedded in the captured image;

interpreting the associated image rule at the computing device; and  
managing the captured image in accordance with the associated image rule.

30. (original) The method of claim 29, further comprising receiving the captured image over a wireless connection at the receiving computing device.

31. (original) The method of claim 29, wherein interpreting the associated image rule comprises determining placement of the captured image.

32. (original) The method of claim 31, wherein managing the captured image comprising storing the captured image in a pre-selected file.

33. (original) The method of claim 29, wherein interpreting the associated image rule comprises determining enhancement of the captured image.

34. (original) The method of claim 33, wherein managing the captured image comprises enhancing image quality of the captured image.

35. (original) The method of claim 29, wherein interpreting the associated image rule comprises interpreting rights management instruction.

36. (original) The method of claim 35, wherein managing the captured image comprises restricting access to the captured image to authorized users.

37. (original) The method of claim 29, further comprising allowing a user to set the associated image rule prior to image capture.

38. (original) The method of claim 29, further comprising allowing a user to set the associated image rule subsequent to image capture.

39. (currently amended) A system for managing captured images, the system comprising:

an image transfer engine within an image capturing device for transferring a captured image and an embedded rule;

an image acquisition engine for receiving the captured image and the embedded rule; and

a rules engine for interpreting the embedded rule ~~an associated rule~~ in order to manage the captured image in accordance with the embedded rule ~~the associated rule~~.

40. (currently amended) The system of claim 39, wherein the embedded rule ~~the associated rule~~ comprises a placement rule for determining placement of the captured image.

41. (currently amended) The system of claim 39, wherein the embedded rule ~~the associated rule~~ comprises an enhancement rule for determining enhancement of the captured image.

42. (currently amended) The system of claim 39, wherein the embedded rule ~~the associated rule~~ comprises a rights management rule.

43. (currently amended) The system of claim 39, further comprising rules editing and acquisition tools for allowing a user to set the embedded rule ~~the associated rule~~.